



## 1961: YEAR OF DECISION

Well sir, here we are in 1961, which shows every sign of being quite a distinguished year. First off, it is the only year since 1951 which begins and ends with the Figure 1. Of course, when it comes to Figure 1's, 1961, though distinguished, can hardly compare with 1911, which, most people agree, had not just two, but three Figure 1's! This, I'll wager, is a record that will stand for at least two hundred years!

1911 was, incidentally, notable for many other things. It was, for example, the year in which the New York Giants played the Philadelphia Athletics in the World Series. As we all know, the New York Giants have since moved to San Francisco and the Philadelphia Athletics to Kansas City. There is a movement afoot at present to move Chicago to Phoenix—the city, not the baseball team. Phoenix, in turn, would of course move to Chicago. It is felt that the change would be broadening for residents of both cities. Many Chicago folks, for example, have never seen an iguana. Many Phoenix folks, on the other hand, have never seen a frostbite.

There are, of course, certain difficulties attending a municipal shift of this size. For instance, to move Chicago you also have to move Lake Michigan. This, in itself, presents no great problem, what with modern scientific advances like electronics and the French cuff. But if you will look at your map, you will find that Lake Michigan is connected to all the other Great Lakes, which in turn are connected to the St. Lawrence Seaway, which in turn is connected to the Atlantic Ocean. You start dragging Lake Michigan to Phoenix and, willy-nilly, you'll be dragging all that other stuff too. This would make our British allies terribly cross, and I can't say as I blame them. I mean, put yourself in their place. What if, for example, you were a British workingman who had been saving and scrimping all year for a summer holiday at Brighton Beach, and then when you got to Brighton Beach

they wasn't any more? There you'd be with your inner tube and towel and nothing to do all day but dance the Lambeth Walk. This, you may be sure, would not make you NATO-minded!

I appeal most earnestly to the residents of Chicago and Phoenix to reconsider. I know it's no bowl of cherries going through life without ever seeing an iguana or a frostbite, but I ask you—Chicagoans, Phoenixians—is it too big a price to pay for preserving the unity of the free world? I am sure that if you march your hearts, you will make the right decision, for all of us—whether we live in frostbitten Chicago, iguana-ridden Phoenix, or narrow-lapelled New Haven—are first and foremost Americans!

But I digress. We were speaking of 1961, our new year. And now it is! There is, for one thing, new pleasure in Marlboro Cigarettes. How can there be new pleasure in Marlboro when that fine, flavorful



blend, that clean easy draw filter, have not been altered? The answer is simple: each time you light a Marlboro, it is like the first time. The flavor is such that age cannot wither nor custom stale. Marlboro never jells, never jades, never dwindles into dull routine. Each pack, each cigarette, each puff, wakes you glad all over again that you are a Marlboro smoker!

So, Marlboro in hand, let us march confidently into 1961. May good fortune attend our ventures! May happiness reign! May Chicago and Phoenix soon recover from their disappointment and join our bright exultance into a brave tomorrow!

The makers of Marlboro and of the new unfiltered king-size Philip Morris Commander join Old Mac in adding their good wishes for a happy and peaceful 1961.

